

City Council Values, Goals, and Tasks

January 1, 2024 to December 31, 2025

VALUES - GOALS - TASKS

Updated: September 2025

A. WE VALUE COMMUNICATION AND ENGAGEMENT WITH THE PUBLIC

- A1. Increase public feedback on proposed major projects, studies, and policy changes prior to City Council making final decisions.

A1.T1. Utilize non-traditional, creative, innovative ways to improve community engagement, particularly underrepresented groups.

- Implement at least one new technique for obtaining public feedback with special emphasis on engaging our under-represented residents.
- Staff will report to Council some creative software and services that exist to collect feedback, and the Council will consider adopting one or more programs (Polco software for example).
- Use targeted emails on specific issues of interest (for example NAACP, Latino, Asian American communities, etc.).

A1.T2. Highlight outreach efforts in a more standardized format on staff reports, CAFs, and other reports to Council.

A1.T3. Develop performance measures and metrics that staff will report regularly to the Council/public regarding issues such as permit process timing, etc., including the efficacy of public outreach efforts.

A1.T4. Develop an outreach policy setting expectations for the types of outreach that should be used for various types of activities.

B. WE VALUE DIVERSE HOUSING OPTIONS FOR THE COMMUNITY

- B1. Increase quantity and variety of single and multi-family housing units at various price points or rental rates related to new construction and rehabilitation of existing.

B1.T1. Adopt Council approved items included in AEDC housing document.

- Explore how to get the existing land within City to move forward with development.

- Review/consider incentive options and development requirements to spur on more housing (tax abatement, TIF, sharing in infrastructure costs off site, etc.).
- Analyze resident demographics (including income), target housing price points and possible incentives to “match” income.

B1.T2. Explore opportunities to partner with groups such as the ISU Design College, College of Engineering, Construction Management, etc. and/or IEDA and enter into, at least, one partnership involving an innovative research project that focuses on lowering housing costs and are both sustainable and affordable.

B1.T3. Explore, support, and pursue a creative housing development with a public partner (ISU, ISU Foundation, Ames & Gilbert CSD). Similar to the Purdue University Foundation housing development project or school district building rental units for school staff.

B1.T4. Engage with United Way of Story County, Story County Housing Trust, other community partners in the following ways:

- Study, review, evaluate existing strategies and programs of the other entities related to diverse housing needs.
- Develop joint (City/other entity) strategies that complements, builds on and/or leverages these existing initiatives.
- Consider/evaluate/study options for the City to financially support affordable housing rehabilitation, with the understanding that the City shall not become the sole funder of this initiative.
- Continue discussions with Polk County regarding a possible partnership in a grant application for an owner-occupied, income-based retrofit program.

Note: The above task also would positively impact the Council's carbon reduction plan goals.

C. WE VALUE A FUN, VIBRANT, AND HEALTHY COMMUNITY THAT ATTRACTS AND RETAINS PEOPLE

C1. Plan, budget, and initiate construction of multiple new City owned projects.

C1.T1. Complete the planned Splash Pad, Agility Course, Schainker Plaza, and Mini-Pitch Field.

C1.T2. Complete the face lift of City Hall interior with new carpet, base, paint, signage/wayfinding, and ceiling tiles when needed. Consider installing LED lighting in public areas to start, and within three years replace all lighting with LED in building.

C1.T3. Prioritize, schedule, conceptually design, and determine funding strategy for:

- Replacement of existing Animal Control Shelter
- Relocation and construction of a new Fire Station #2 (Campustown)
- New privately or City owned Indoor Recreation Center with walking track, basketball/pickleball courts, soccer pitch, and multi-purpose space.
(Note: Initially meet with private developers to ascertain viability and potential for a private indoor complex.)
- New Community Park along Ontario Road in west Ames
- New Fire Station #4

C1.T4. Receive the Main Street Improvements Study, adopt the Council-approved recommendations, and develop a plan for financing the City-supported components in the CIP.

C1.T5. Engage the Ames Regional Economic Alliance to develop a Campustown-focused effort akin to the Downtown Master Plan process.

C2. Support arts and culture in the community, including community celebrations, festivals and/or events.

C2.T1. Ask Board and Commissions to identify ways in which they can support or partner with outside community groups (such as Ames Main Street, Campustown Action Association, cultural and international organizations) to host new or existing events in the community that celebrate arts and culture, with the goal of holding two new annual events.

C3. Develop additional ways in which funds can be collected for scholarships for participation in City programs.

C3.T1. Staff will identify a list of opportunities such as rounding up recreation registration fees, contributing to purchase transit passes, etc., which will be used to finance reduced cost programs and services for low-income residents.

D. WE VALUE ENVIRONMENTAL SUSTAINABILITY

D1. Adopt a new plan for collection and disposal of waste and recyclable items.

D1.T1. Decide how to handle the disposal of solid waste. In accordance with Goal A1, engage the public and solicit feedback as a part of the decision-making process.

D1.T2. Make decision on organized collection of residential waste and recyclable items. Here again, engage the public and solicit feedback as a part of the decision-making process in accordance with Goal A1.

D1.T3. Educate the public on what has changed from past communications over the decades where “throw everything in your trash” is no longer the case. Cast vision for waste reduction, recycling, and reuse opportunities for the future.

D1.T4. Identify a specific schedule and steps required for this new plan and explain how each step integrates with the Climate Action Plan.

D2. Pursue initiatives that use new and emerging technologies or processes to assist in meeting the Climate Action Plan.

D2.T1. Explore with ISU, ISURP, Chevron REG, and others on what opportunities may exist to serve as a test case (For example the REG/Biodiesel/Optimus test using city heavy truck fleet or an ISU a researcher studying how to turn plastics into fuel.)

D3. Increase use of public transit and active transportation.

D3.T1. Encourage the Transit Board to pursue going “fare free” for the current system.

D3.T2. Engage in a more aggressive marketing plan and strategy promoting public use of CyRide.

D3.T3. Explore options and support initiatives to increase transportation availability for those unable to get to work, school, or other desired destinations within Ames.